

Task Guide

Transformation Video Project

Responsible: Digital Media Department

Task Description:

You will be working on a year-long project called my VEI Transformation. This project allows students to track and share their VE experience as it unfolds during the school year. On a weekly or monthly basis, students are expected to film and submit video responses to reflection questions. There are six questions that students are required to answer as well as several optional questions. Video responses should be no shorter than 30 seconds per question. Try to keep the length of each video under 7 minutes. Each month or so you will have a video assignment to submit for this project and it will be part of your team grade. You will get 5 different employees to volunteer for this project for the year. The employees will stay the same from month to month.

One Chief Officer

One Vice President (not from Digital media)

Vice President of Digital Media

One employee from either sales, marketing or art

One employee from either accounting, human resources or communications

Review each session, what the project is all about you can view the project guideline **VT Project** found under Digital Media in the Task Matrix and the rubric also found there called **VT Rubric**

Monthly Routine:

Try to pick a filming process that you're comfortable with and you can replicate on a weekly or monthly basis. Tell the employees being recorded. Approach this like you're an up-and-coming YouTuber vlogging about your experiences in VE on a weekly or monthly basis.

- **Look into the camera**
- **Engage your audience as you speak**
- **Be authentic with your answers. This is about your feelings and experience with VE.**
- **Have some fun with your answers**
- **Elaborate on answers to help tell a story**
- **Provide concrete details in your answers**

Required Questions

- **How do you feel right now about your VE experience?**
- **What is one task/project you're currently working on?**
- **What is one thing you recently experienced in VE that you've never experienced before?**
- **What is currently the biggest challenge you face in VE?**
- **What do you want to accomplish by the next video?**
- **What does "leadership" mean to you?**

Optional Questions

- **What is something you've learned that you apply/can apply to your life outside of VE?**
- **Who is a business professional you interacted with recently? What was the interaction like? What did you learn through that interaction?**
- **What is a tool, app, or resource that you used? How did that help you with your work?**
- **What are you doing outside of VE that you're excited about?**

Submission:

Once one of the responses is complete you can submit that response by opening the VT Project and going to slide 26 and there is a link there to the submission portal for the videos